

National Aeronautics and
Space Administration
Headquarters
Washington, DC 20546-0001



July 1, 2004

Reply to Attn of:

V

TO: Distribution

FROM: P/Assistant Administrator for Public Affairs
V/Chief Information Officer

SUBJECT: One NASA Web Portal

Transforming NASA into an organization that can carry out the new Vision for Space Exploration means re-examining and improving every aspect of what we do. Implementing the vision requires us to communicate it to a broad audience. Dramatic and engaging, the One NASA Web Portal offers the broadest, most comprehensive view of our work, communicating directly with general audiences, i.e., the public, students, educators, and kids.

The portal and the www.nasa.gov domain are well-established, and have attracted over 92 million users since January 2003. The portal's success has been recognized externally with a Webby Award in 2003 and the Pioneer Award from the Government Solutions Center this year. In addition, the Performance Institute has named it one of the 10 Best Managed Web Sites in the Federal Government. More importantly, customer satisfaction ratings for the portal have reached new highs.

NASA's Office of the Chief Information Officer, and the Office for Public Affairs, have been directed by the Administrator to bring all public Web content and sites into the portal infrastructure and operate them through the portal's editorial process.

All NASA officials who publish, maintain, or fund such Web content are to work with the portal management team to migrate their content into the portal. NASA offices planning to develop new public content should plan to do so within the portal infrastructure.

We are directing Dr. Nitin Naik, Associate Chief Technology Officer for the Office of the CIO (202/358-1519, nitin.naik@nasa.gov), and Brian Dunbar, Internet Services Manager for the Office of Public Affairs (202/358-0873, brian.dunbar@nasa.gov), to develop a plan for the migration and work this project with your staffs. If you have any questions, please feel free to contact them for further details.

Thank you for your help in and attention to this matter.

Patricia L. Dunnington
Chief Information Officer

Glenn Mahone
Assistant Administrator for Public Affairs

DISTRIBUTION:

Officials-in-Charge of Headquarters Offices:

AD/Mr. Gregory
AD-2/Mr. Martin
AA/Mr. Schumacher
ADI/Mr. Jennings
ADT/Dr. Greenfield
AG/Mr. Ciganer
AL/Mr. Jezierski
AS/Dr. Grunsfeld
B/Ms. Brown
D/Mr. Bradley
E/Dr. Hayden-Watkins
F/Ms. Novak
G/Mr. Pastorek
H/Mr. Luedtke
I/Mr. O'Brien
K/Mr. Thomas
L/Mr. Forsgren
M/Mr. Readdy
N/Dr. Loston
O/Mr. Sutton
P/Mr. Mahone
Q/Mr. O'Connor
R/Dr. Lebacqz
S/Dr. Weiler
T/Adm. Steidle
U/Ms. Kicza
V/Ms. Dunnington
W/Mr. Cobb
X/Mr. Saleeba
Y/Dr. Asrar
Z/Dr. Williams
A/Ms. Gaines
OCIC/Ms. Parish

Directors, NASA Centers:

ARC/Mr. Hubbard
DFRC/Mr. Petersen
GRC/Dr. Earls
GSFC/Mr. Diaz
JPL/Dr. Elachi
JSC/Gen. Howell
KSC/Mr. Kennedy
LaRC/Gen. Bridges
MSFC/Mr. King
SSC/Adm. Donaldson

Center CIOs:

ARC/Ms. Petraska
DFRC/Mr. Binkley
GRC/Dr. Pillay
GSFC/Dr. Wilbanks
HQ/Ms. Daniels-Gibson
JPL/Dr. Renfrow
JSC/Ms. Carter
KSC/Mr. Hevey
LaRC/Ms. Mangum
MSFC/Mr. Ellis
SSC/Mr. Jackson

Center Public Affairs Officers:

ARC/Mr. Moore
DFRC/Mr. Johnson
GRC/Mr. Hairston
GSFC/Mr. Hess
JPL/Mr. Baggett
JSC/Ms. Hawley
KSC/Ms. Malone
LaRC/Mr. Finneran
MSFC/Mr. Amatore
SSC/Ms. Theobald

Enterprise CIOs:

M/Mr. Miley, Mr. Pino
N/Ms. Canright
R/Mr. Lee
S/Dr. Bredekamp
T/Ms. McCaslin
U/Dr. Wargo
Y/Ms. Sample